

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: VIRGINIA	
COUNTY: SHENANDOAH	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

SEP 22 1972

1. NAME			
COMMON: NEW MARKET HISTORIC DISTRICT			
AND/OR HISTORIC: NEW MARKET HISTORIC DISTRICT			
2. LOCATION			
STREET AND NUMBER: Present day town limits of New Market			
CITY OR TOWN: New Market (James Kenneth Robinson, Seventh District Congressman)			
STATE Virginia	CODE 51	COUNTY: Shenandoah	CODE 171

3. CLASSIFICATION			
CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input checked="" type="checkbox"/> District <input type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input type="checkbox"/> Private <input checked="" type="checkbox"/> Both	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress	Yes: <input type="checkbox"/> Restricted <input checked="" type="checkbox"/> Unrestricted <input type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input checked="" type="checkbox"/> Other (Specify) town

4. OWNER OF PROPERTY			
OWNER'S NAME: Multiple ownership			
STREET AND NUMBER:			
CITY OR TOWN: New Market	STATE: Virginia	CODE 51	

5. LOCATION OF LEGAL DESCRIPTION			
COURTHOUSE, REGISTRY OF DEEDS, ETC: Shenandoah County Court House			
STREET AND NUMBER:			
CITY OR TOWN: Woodstock	STATE: Virginia	CODE 51	

6. REPRESENTATION IN EXISTING SURVEYS			
TITLE OF SURVEY: Historic American Buildings Survey Inventory			
DATE OF SURVEY: 1958	<input checked="" type="checkbox"/> Federal	<input type="checkbox"/> State	<input type="checkbox"/> County <input type="checkbox"/> Local
DEPOSITORY FOR SURVEY RECORDS: Library of Congress			
STREET AND NUMBER:			
CITY OR TOWN: Washington	STATE: D. C.	CODE 11	

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7. DESCRIPTION

CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input type="checkbox"/> Altered	<input checked="" type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Set in the heart of the Shenandoah Valley with Massanutten Mountain forming a backdrop to the east, the town of New Market extends slightly less than a mile along U.S. Route 11 (formerly the Valley Pike). In the center of town is the junction of Route 11 and Route 210, the old east-west highway between Massanutten Gap and Brock's Gap. It was this crossroads that gave the town its original name, and it was at that spot that John Sevier established his trader's store in 1761. Until less than a decade ago Route 11 through New Market carried as large a volume of traffic as any major highway in the state. The modern traffic load, especially the truck traffic, had a devastating effect on the town's tranquility. Much of the tranquility was restored when the major portion of the traffic was diverted to the recently constructed Interstate Highway 81, located approximately a quarter mile to the west of Route 11.

Although it has two back streets and several cross streets, New Market, like most of the early communities along the Pike, is essentially a linear town. Characteristic of these Valley towns most of the buildings are situated at the front edge of their lots. The visual continuity of the community is enforced by the fact that most of the buildings are built of either brick or frame, are two stories in height, and are covered with gable roofs. Of the approximately one hundred structures that line Route 11 in the main part of town at least two thirds date from the nineteenth century, and as many as one third are of ante-bellum origin. Although there are a number of modern intrusions such as utility poles, a profusion of overhead wires, large commercial signs, and several gasoline stations, the early visual quality of the town is preserved to the extent that Lewis Summers' description of New Market in 1808 is generally applicable today. Summers wrote: "The houses well built of brick, stone and frame; streets straight, crossing at right angles, footways generally paved; a good many stores and full of goods; containing 500 or 600 people, and has a thriving appearance."

Scattered among the numerous dwellings and other early buildings are several structures of special historic or architectural distinction that deserve mention. Three are located at the historic crossroads in the middle of town. On the southwest corner, on what is believed to be the site of John Sevier's store, is a simple log structure said to be constructed of logs preserved from Sevier's original building. On the northwest corner is a two-story limestone ashlar house of considerable architectural merit. Built around 1800, this conspicuous landmark was one of the homes of the noted Henkel family. Located at the southeast corner is the Strayer House, later known as the Lee-Jackson Hotel. Built around the first decade of the nineteenth century, this two-story brick house with its handsome pendentive cornice is probably the most architecturally sophisticated dwelling in New Market. During the War Between the States the house served at various times as the headquarters of General Jubal A. Early. Regrettably, insensitive owners have allowed the facade to be used as a sign board of exceptional tastelessness.

South of the crossroads, on the west side of Route 11, between Routes 260 and 1007 is the Solon Henkel House, a rambling brick and frame dwelling built around 1800. This picturesque dwelling retains a well-preserved brick-paved kitchen court containing a rare wooden pump with

SEE INSTRUCTIONS

3. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

☐ Pre-Columbian☐ 16th Century☒ 18th Century☐ 20th Century☐ 15th Century☐ 17th Century☒ 19th Century

SPECIFIC DATE(S) (If Applicable and Known)

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

Aboriginal

☐ Prehistoric☐ Historic☐ Agriculture☒ Architecture☐ Art☒ Commerce☐ Communications☐ Conservation☐ Education☐ Engineering☐ Industry☐ Invention☐ Landscape

Architecture

☒ Literature☒ Military☐ Music☐ Political☐ Religion/Phi-

losophy

☐ Science☐ Sculpture☐ Social/Human-

itarian

☐ Theater☒ Transportation☒ Urban Planning☐ Other (Specify)

STATEMENT OF SIGNIFICANCE

The town of New Market survives as one of the best preserved and most historic of the linear towns that developed along the Valley Pike. The town has grown little since the mid-nineteenth century and thus preserves the visual character of its period of ascendancy. In spite of a number of modern intrusions it is possible in New Market today to acquire an idea of the early appearance of the frontier towns that catered to the thousands of travelers who moved up the Shenandoah Valley to the West.

New Market was originally called Cross Roads, a name descriptive of the settlement's strategic location at the intersection of the early east-west road between Massanutten Gap and Brock's Gap, and the old Indian Road (later called the Great Road, then the Valley Pike, and finally the Lee Highway) which extended the length of the Valley. The beginnings of the town are associated with John Sevier who established a trader's store at Cross Roads in 1761. Sevier sold his Virginia property in 1774 and moved to the Tennessee territory where he served as governor of the short-lived state of Franklin, and six times governor of Tennessee.

The town itself was laid out in 1785 by Peter Palsel who marked off thirty-two lots of a half acre each from a part of his plantation. All the lots soon afterwards were sold to Abraham Savage who laid out additional lots and extended the town. The settlement was officially created a town with the name of New Market by an act of the General Assembly passed on December 14, 1796. The town soon became a busy trading center, serving not only the settlers in the neighboring countryside, but the many pioneers and other travelers moving along the Valley Pike. According to historian John W. Wayland, the town had become an active mercantile center by 1835, having threshing machines, four tanneries, two chair factories, two blacksmith shops and two potteries. There were also two wheelwrights, four cabinetmakers and house joiners, a silversmith and jeweler, a coppersmith, two gunsmiths, a locksmith, and two factories making saddles and harnesses. Martin's Gazetteer of 1835 stated the town had a population of 700, with three churches (Lutheran, Baptist, Methodist), "a large brick academy," five stores, three taverns, one lawyer and four doctors.

Many of the early families that settled in New Market were of German descent. Most prominent among the early German inhabitants was Ambrose Henkel, who in 1806, at the age of twenty, founded the noted Henkel Press, the oldest Lutheran Press in America. Still in operation, the publications of the Henkel Press are numerous. Over the years they have included a weekly newspaper, literary works, theological works, primers, and histories. As early as 1806 the Henkel Press produced Verrichtung der Special-Conferenz

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Wayland, John W., A History of Shenandoah County Virginia, Strasburg, Va.: Shenandoah Publishing House, Inc., 1969.

Wayland, John W., Historic Homes of Northern Virginia, Staunton, Va.: The McClure Company, Inc., 1937.

Work Projects Administration, Virginia: A Guide to the Old Dominion, New York: Oxford University Press, 1940.

10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees	Minutes	Seconds
NW	38° 39' 12"	78° 40' 42"		°	'	"
NE	38° 39' 12"	78° 39' 58"				
SE	38° 38' 26"	78° 39' 58"				
SW	38° 38' 26"	78° 40' 42"				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: 130 acres

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE

11. FORM PREPARED BY

NAME AND TITLE: Virginia Historic Landmarks Commission Staff		DATE
ORGANIZATION Virginia Historic Landmarks Commission		April, 1972
STREET AND NUMBER: Room 1116, Ninth Street State Office Building		
CITY OR TOWN: Richmond	STATE Virginia	CODE 51

12. STATE LIAISON OFFICER CERTIFICATION

NATIONAL REGISTER VERIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National ☐ State ☒ Local ☐

Name

James W. Moody, Jr., Director
Va. Historic Landmarks Commission

Date

MAY 16 1972

I hereby certify that this property is included in the National Register.

SEP 22 1972

Chief, Office of Archeology and Historic Preservation

SEP 22 1972

Date

ATTEST:

SEP 22 1972

Keeper of The National Register

Date

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wrought-iron handle, and a free-standing brick kitchen with a Chinese lattice door. The front door of the house has a metal patch around the lock which covers the spot where it is said that Federal troops attempted to cut out the lock to raid the interior. Next door to the Solon Henkel House is a large Federal-style two-story brick structure which was the early location of the Henkel Press. Also associated with the Henkel family is a somewhat plain two-story mid-nineteenth century house at the southwest corner of Route 11 and Route 1007. This house was for many years the home of Reverend Socrates Henkel. Near the center of the block between Routes 1008 and 1009, on the west side of Route 11, is a frame two-story ante-bellum house that formerly was the home of Joseph Salyards, (d. 1885) a prominent New Market author and teacher. The Salyard House is typical of the numerous early frame dwellings concentrated in the south end of town.

In the north end of town there is an additional group of ante-bellum houses which, like those in the south end, are set against the front edges of their lots. Typical of these is the Rupp House, located at the southwest corner of Route 11 and High Street. Dating from the early-nineteenth century this two-story frame house was once the home of William F. Rupp, a noted Valley fresco painter. Two houses to the south of the Rupp House is a small, one-story store building of exposed log construction. This type of building was once common in New Market, but all save this store have either been removed or covered over with clapboards. South of the log store, on the same side of the street, are several large late-nineteenth and early-twentieth century houses which deviate from the usual pattern by being set back on their lots rather than located against the front edge. Among this group are two Italianate frame houses with especially handsome sawn ornamentation. Located on the northwest corner of High Street and Route 11, in the front yard of a Georgian-style Lutheran Church is further evidence of the War Between the States activity in New Market - a locust post with a Federal bombshell lodged in it.

One of the few significant structures in town not located on Route 11 is Emmanuel Lutheran Church, a handsome Romanesque Revival brick church on the south side of Route 1007, west of Water Street. The picturesque burial ground at Emmanuel Church contains the graves of members of many prominent New Market families.

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der Evang. Luth. Prediger und Abgeordneten im Staat Virginien, considered to be the first book printed in German in the South. The press was operated by the Henkel family until 1925 when it was sold to the present owners. The Henkel family also was active in the local churches and schools. Several members served as pastors of Emmanuel Church including Socrates Henkel (1823-1901), a distinguished theologian and writer.

New Market figured prominently in the War Between the States. Just to the north of the town on May 15, 1864 was fought the famous battle of New Market where the Confederates under General John C. Breckinridge were victorious over the Federals commanded by General Franz Sigel. It was in this battle that the Confederates were reinforced by 275 cadets from Virginia Military Institute who distinguished themselves by capturing cannons in a Federal battery. The participation of the citizens of New Market during the engagement was recorded in an article appearing in the Rockingham Register on May 20, 1864.

... .The ladies stood in the doors of their dwellings with refreshments for the wounded and hungry soldiers as they came from the battle-field, and some of them assisted in dressing and binding up the wounds of the poor fellows who had come to defend their home from invasion and desecration. It was a noble sight, such an exhibition of the glorious character of our fair countrywomen. Private parlors were cheerfully given up to the wounded, and the citizens seemed ambitious only to excel in works of kindness and hospitality. The grateful soldiers who participated in the Battle of New Market will long remember them.

The growth of New Market ceased in the late-nineteenth century when the flow of settlers up the Valley Pike dwindled, and when the town was by-passed by the Valley branch of the Baltimore and Ohio Railroad. The present population of the town is 783, approximately the same as in 1845 when Henry Howe mentioned it in his Historical Collections of Virginia.

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U.S.G.S. 7½' quadrangle (scale:1:24000)
New Market, Va. 1967

NEW MARKET HISTORIC DISTRICT

latitude	longitudo
NW38°39'12"	78°40'42"
NE38°39'12"	78°39'58"
SE38°38'26"	78°39'58"
SW38°38'26"	78°40'42"

38°37'30"
703°40'

1 MILE
FET

Primary highway, hard surface
Secondary highway, hard surface

() Interstate